



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

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QUESTION BANK (DESCRIPTIVE)

Subject with Code: Entrepreneurship Development (20MB9016)

Course & Branch: MBA

Regulation: R20

Year & Sem: II-MBA & I-Sem

**UNIT –I
NATURE AND FORMS OF ENTREPRENEURSHIP**

1	a	What are the qualities of an entrepreneur?	[L1][CO1]	[5M]
	b	As an entrepreneur what functions do you need to perform? Explain.	[L3][CO1]	[5M]
2	a	List out the competencies required for an entrepreneur.	[L2][CO1]	[5M]
	b	As an entrepreneur what type businesses do you consider to start? Explain.	[L3][CO1]	[5M]
3	a	Explore the functions to be performed by an entrepreneur.	[L2][CO1]	[5M]
	b	As an entrepreneur what do you have to say on the role of entrepreneurship in Indian Economy? Explain.	[L3][CO1]	[5M]
4	a	Discuss the role of government in the promotion of entrepreneurs.	[L2][CO1]	[5M]
	b	Outline the contribution of entrepreneurs to the economy of a country.	[L2][CO1]	[5M]
5	a	Write short notes on: (a) Sole trading (b) Corporate entrepreneurship	[L2][CO1]	[5M]
	b	(a) Limited companies (b) Corporate intrapreneurship	[L2][CO1]	[5M]
6	a	Make a comparison between entrepreneurial scenario in India and abroad.	[L4][CO1]	[5M]
	b	What are the advantages of an entrepreneur?	[L1][CO1]	[5M]
7	a	Relate the important features of various types of businesses.	[L2][CO1]	[5M]
	b	Make a comparison between entrepreneurship and corporate intrapreneurship.	[L1][CO1]	[5M]
8	a	Assess the importance of small business in Indian economy.	[L4][CO1]	[5M]
	b	Discuss the important features of entrepreneurship.	[L2][CO1]	[5M]
9	a	Explain corporate intrapreneurs and their role in organizations.	[L1][CO1]	[5M]
	b	Enumerate the benefits of entrepreneurship.	[L2][CO1]	[5M]
10	a	Distinguish between first generation entrepreneurs and second generation entrepreneurs.	[L1][CO1]	[5M]
	b	Suggest a few characteristics of successful entrepreneurs.	[L2][CO1]	[5M]

UNIT –II
ASPECTS OF PROMOTION AND FINANCIAL ASPECTS OF ENTREPRENEURSHIP

1	a	Summarize the importance of idea generation in entrepreneurship.	[L2][CO2]	[5M]
	b	Identify the sources of capital for entrepreneurs.	[L3][CO2]	[5M]
2	a	Make an assessment of strengths and weaknesses, of any new business of your choice.	[L5][CO2]	[5M]
	b	Identify the opportunities and threats for any new business of your choice.	[L5][CO2]	[5M]
3	a	Assess the idea generation processes you use in starting food business.	[L4][CO2]	[5M]
	b	How do you mobilize the capital for your food business?	[L4][CO2]	[5M]
4	a	Make a short note on Intellectual property rights.	[L2][CO2]	[5M]
	b	Why do you think trademarks are needed for MNCs?	[L2][CO2]	[5M]
5	a	Generate ideas to start a home service provider business.	[L4][CO2]	[5M]
	b	From which sources do you raise the capital for business?	[L4][CO2]	[5M]
6	a	Consider yourself as a rural entrepreneur. Identify the government grants provided for the rural entrepreneurs of your state.	[L4][CO2]	[5M]
	b	Is boot strap financing helpful for entrepreneurs? Justify.	[L5][CO2]	[5M]
7	a	As an entrepreneur what type of investors are you going to choose for your start-up in FMCG industry?	[L3][CO2]	[5M]
	b	Illustrate the importance of private offerings or private placements.	[L2][CO2]	[5M]
8	a	Make a SWOT analysis of you as an entrepreneur.	[L3][CO2]	[5M]
	b	Write short notes on debt capital and seed capital.	[L2][CO2]	[5M]
9	a	Give a brief description on venture capital.	[L3][CO2]	[5M]
	b	Why would a venture capital invest in a startup? Justify your answer.	[L5][CO2]	[5M]
10	a	What are the government grants given in India for the entrepreneurs?	[L1][CO2]	[5M]
	b	Are subsidies required for entrepreneurs? Substantiate your argument.	[L4][CO2]	[5M]

UNIT –III
PROJECT PLANNING AND FEASIBILITY STUDIES

1	a	What is Project Planning in Entrepreneurship?	[L2][CO3]	[5M]
	b	Why would you consider project planning important for an entrepreneur?	[L3][CO3]	[5M]
2	a	Interpret in your own words about the importance of feasibility studies in project planning.	[L4][CO3]	[5M]
	b	What is the significance of project planning for an entrepreneur?	[L3][CO3]	[5M]
3	a	What is a Project? Make a classification of projects.	[L3][CO3]	[5M]
	b	Write short notes on project life cycle.	[L2][CO3]	[5M]
4	a	How would you clarify Project Planning development?	[L3][CO3]	[5M]
	b	How does the distribution Feasibility study works? Explain in your own words.	[L4][CO3]	[5M]
5	a	Design a project proposal for agriculture based businesses.	[L4][CO3]	[5M]
	b	Identify the importance of project proposal for any business.	[L2][CO3]	[5M]
6	a	What is called report preparation? Explain its need in business.	[L3][CO3]	[5M]
	b	Is it essential to prepare a report for a project? Substantiate your answer.	[L2][CO3]	[5M]
7	a	What are the factors considered in a feasibility study? Explain.	[L2][CO3]	[5M]
	b	If you want to start a hotel business write business plan for angel investor.	[L6][CO3]	[5M]
8	a	Develop a project proposal to start a business in sewing machines.	[L6][CO3]	[5M]
	b	Make a note on criteria to select a project.	[L2][CO3]	[5M]
9	a	What are the contents of project report? Explain.	[L2][CO3]	[5M]
	b	Define project appraisal. Explain the scope of project appraisal.	[L2][CO3]	[5M]
10	a	If you what to start a service business write business plan to get government grants.	[L5][CO3]	[5M]
	b	Prepare a feasibility report on the project submitted for a business in soap manufacturing.	[L6][CO3]	[5M]

UNIT –IV
ENTREPRENEURIAL STRATEGY

1	a	What is an entrepreneurial strategy? What is that you understand from an entrepreneurial strategy?	[L1][CO4]	[5M]
	b	What are the advantages of a strategy? Discuss.	[L2][CO4]	[5M]
2	a	Demonstrate an understanding of new entry opportunity.	[L2][CO4]	[5M]
	b	Identify the opportunities generated for a new entry in business.	[L3][CO4]	[5M]
3	a	Describe briefly Error of Commission with two examples.	[L2][CO5]	[5M]
	b	Make a short note error of omission with two examples	[L2][CO4]	[5M]
4	a	How do you take decisions under uncertainty?	[L3][CO4]	[5M]
	b	Is it beneficial to exploit new entry strategy? Summarize.	[L4][CO4]	[5M]
5	a	What are advantages and disadvantages of a first-mover in an industry?	[L2][CO5]	[5M]
	b	You are a first-mover in manufacturing environment friendly disposable plates for food serving. What is the instability that you face in the environment?	[L6][CO4]	[5M]
6	a	Relate the uncertainties faced in a business by a new entrant.	[L2][CO4]	[5M]
	b	Outline the 'new entry exploitations' that can be availed by a newly entered entrepreneurship.	[L2][CO4]	[5M]
7	a	Examine the role of environmental instability in Entrepreneurship.	[L2][CO4]	[5M]
	b	What is Lead time? Is it advantageous or disadvantageous for a first-mover?	[L3][CO4]	[5M]
8	a	Discuss the risk reduction strategies adopted by new entrant in business.	[L3][CO5]	[5M]
	b	Define Market scope strategy. Describe it with suitable examples.	[L3][CO5]	[5M]
9	a	Find three examples of firms that pioneered a new product in a new market and achieved long-run success based on that entry.	[L1][CO5]	[5M]
	b	You started a business of resale of used toys. Apply the market scope strategy for the business.	[L5][CO5]	[5M]
10	a	What is an imitation strategy? Come up with three examples of firms that have used imitation to reduce the risk of entry.	[L2][CO4]	[5M]
	b	Do you consider Kishore Biyani, founder of Big Bazaar, as a successful entrepreneur? Elaborate the strategies used by him.	[L5][CO4]	[5M]

UNIT –V

WOMEN AND RURAL ENTREPRENEURSHIP AND EDPs

1	a	Discuss the scope of entrepreneurship among women.	[L2][CO6]	[5M]
	b	Do you consider a woman entrepreneur faces challenges that are different from male entrepreneurs? Substantiate your argument.	[L2][CO6]	[5M]
2	a	Give a brief account on the promotional efforts supporting women entrepreneurs.	[L2][CO6]	[5M]
	b	Identify any two successful women entrepreneurs in India and highlight the reasons for their success.	[L3][CO6]	[5M]
3	a	Write short notes on the success of any three women entrepreneurs.	[L2][CO6]	[5M]
	b	Why do women entrepreneurs require promotional efforts? Discuss.	[L3][CO6]	[5M]
4	a	What is the necessity of Rural Industrialization?	[L2][CO6]	[5M]
	b	Examine the prospects of rural industrialization in India.	[L2][CO6]	[5M]
5	a	Assess the role of NGOs in rural industrialization.	[L5][CO6]	[5M]
	b	Write about any two NGOs that are focusing on the efforts to improve industrialization in the rural areas.	[L5][CO6]	[5M]
6	a	Discuss the need of Organizing EDPs and how it helps Rural Entrepreneurship.	[L4][CO6]	[5M]
	b	State the Objectives of Rural Entrepreneurship.	[L2][CO6]	[5M]
7	a	Appraise the essentiality of entrepreneurship development programs for rural entrepreneurs.	[L5][CO6]	[5M]
	b	What are the problems faced by the rural entrepreneurs?	[L2][CO6]	[5M]
8	a	Highlight the factors to be considered in organizing EDPs for women entrepreneurs.	[L4][CO6]	[5M]
	b	Analyze the contribution of women entrepreneurs towards economy.	[L4][CO6]	[5M]
9	a	Do EDPs help in identifying opportunities for women entrepreneurs? Justify your answer.	[L5][CO6]	[5M]
	b	Highlight the bottlenecks faced by women entrepreneurs.	[L4][CO6]	[5M]
10	a	What are the obstacles faced by rural entrepreneurs? Suggest measures to overcome them.	[L3][CO6]	[5M]
	b	You are a person from rural area in a drought prone region. What difficulties you may face in starting your own enterprise in that area? Also suggest measures to help the rural entrepreneurs.	[L5][CO6]	[5M]

CASE STUDY

CASE STUDY 1

As youth programs face severe budget cuts, many youth sports organizations respond by raising their fees, which shifts the costs to families. Good Sports was founded in 2003, to tackle this problem by providing new equipment, footwear, and apparel to those most in need. The organization's addressable markets include children ages five to eighteen living in low-income households, as defined by poverty data, and participating in youth sports in top fifty metropolitan service areas. This Boston-based organization has plans to expand from its three existing markets in Dallas, Chicago, and Boston to seven total markets by 2023 with a goal to serve 600,000 kids by that target date.

- A. What would a customer empathy map look like for Good Sports' target user? What about its target customer segment? Would it or should it differ in differing markets? Is the Boston area user any different from say, an Atlanta, user?
- B. Given its social mission, what are some impact measures Good Sports could use to gauge success and impact?

CASE STUDY 2

DoSomething.Org is a “global movement for good” among 6 million young people, transforming their communities across the United States and in 131 countries worldwide. This nonprofit organization constantly holds cause-based campaigns, ranging from receiving over 1 million pairs of donated jeans from teens to clothe homeless youth to cleaning up 3.7 million cigarette butts through its Get the Filter Out initiative. A past campaign, “Don’t Be a Sucker,” addressed the problem of Americans losing \$5.8 billion annually and producing 8.7 billion pounds of carbon pollution by leaving unused devices plugged in. The campaign sought to slay those “energy vampires” not in use by having users unplug equipment and post a sticky note next to the outlet to remind others not to let them suck the energy dry. Further research the problem, solution and this campaign and answer the following:

- A. Identify what social impact(s) the campaign addressed.
- B. What impact measures could the campaign assess?
- C. Could a viable business be created around this problem?

CASE STUDY 3

In recent years, the entrepreneurial educator and author Steve Blank began applying lean startup principles to various US governmental agencies. Through a Hacking for Diplomacy course, students at Stanford University began tackling problems for the Department of State. A former US ambassador to the United Nations, a State Department representative to Silicon Valley and senior advisor for technology and innovation, a retired US Army colonel, and other entrepreneurial educators joined Blank in applying lean startup methods to State Department issues. Then-Secretary of State John Kerry even visited the Stanford students and said he was looking forward to the solutions students develop during the ten weeks. One project that emerged was from a group calling themselves Team Space Evaders. The team was tasked with working on the problem of satellite collision. Members charted satellite positioning data and explored how information about potential collision was shared by commercial operators and governmental entities ranging from the Federal Aviation Administration to the Department of Defense.

- A. Apply the lean startup methodology to identify potential customer segments and problems and solutions that students such as yourself could identify for the State Department on the issue of satellite collision.
- B. What would a unique value proposition for a State Department solution to this issue be? How could a high-level concept pitch work when selling the concept within the State Department?

CASE STUDY 4

Incorporated in 2003, Tesla declared in its mission statement that its goal is “to accelerate the world’s transition to sustainable transport,”⁴⁶ and it has proven itself a leader in green technology in the automotive sector. In its initial business plan, by co-founder Martin Eberhard, the electric sports car company promised to provide the value of a high-end sports car at a lower cost to the customer and a lower environmental cost to the planet. Electric vehicles were seen as inferior to standard vehicles prior to Tesla’s innovations in creating powerful cars that piqued consumer desire. The generic automotive manufacturing business model relies on collaborative manufacturing with industry partners and a distribution model dependent on third parties. Standard cars are aimed at people and businesses with individual transportation needs. This model is commercially viable because of custom-equipped add-on features to the per-vehicle prices.

- A. Tesla’s business model is different. Identify at least three ways in which the Tesla model differs from the traditional automotive business model.

CASE STUDY 5

In the mid-1990s, at least one newspaper company, the now-defunct Knight-Ridder chain, created the prototype for a tablet newspaper that very much resembles the present-day iPad. A 1994 video titled “The Tablet Newspaper: A Vision for the Future” shows off the design of a futuristic newspaper designed at the Knight Ridder Information Design Lab in Boulder, Colorado. The video went viral in 2011 after it was posted on YouTube and numerous websites and blogs. The person behind the tablet vision, Roger Fidler, had even published an essay describing a

tablet future as far back as 1981. The Knight-Ridder lab shared a wall with its neighbor Apple, with executives swapping ideas and visitors. The newspaper company, focused on content creation and not the hardware side, decided to not patent its tablet design and scrapped the project because screens took too much energy, and it was too expensive.

- A. Using the components of a feasibility study, consider how the newspaper company would stack up on go-or-no-go decisions for each component of the feasibility study.
- B. How did the newspaper company in the 1990s fare in terms of management prowess, resource capabilities, financial viability, and market analysis?
- C. Do you think the newspaper made a wise decision to abandon the project when it did? Why or why not?

CASE STUDY 6

Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

- A. Could a feasibility analysis have helped Betsy from the start?
- B. The company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter?
- C. What could be done with its existing business?
- D. How would you advise the company on making go-or-no-go decisions for entering new markets?

CASE STUDY 7

You were introduced to The Cut Buddy, a plastic hair and beard grooming tool that began selling on Amazon in 2016, in **The Business Plan**. Following funding from the *Shark Tank* investor Daymond John, the company plans to expand into retail and extend its product line.

- A. How would a business plan for the company's ecommerce business differ from a retail distribution outlet?
- B. Discuss how changes to aspects of the original business plan affected the outcome of the success of The Cut Buddy.
- C. What do you think should be the key markets and strategies moving forward for the company?

CASE STUDY 8

Pretty Young Professional, discussed in **The Business Plan**, failed because of disagreements among its four founders that emerged shortly after launch.

- A. If you were to launch the venture today, outline what steps you would need to take in formulating a business plan.
- B. What do you think the total addressable market would be, which industry classification would it fall under, and who would be the primary competition?